

Public Response to MyPyramid

August 2005

MyPyramid.gov & MyPyramidTracker.gov File Hits

- Day of the rollout (April 19, 2005): over 45 million
- To date: over 670 million

There were about 15 million hits within the first 6 hours of the release of MyPyramid.gov website (10:15 am on April 19, 2005), 45 million hits by the end of the first 24 hours, and 65 million in the next 24 hours.

By the end of the first week of its release, there were about 200 million hits. Of the total hits, about 95% were to MyPyramid.gov and the rest were to MyPyramidTracker.gov website.

After the first week following the launch, hits began to stabilize from 105 million (week 2), 65 million (week 3), 47 million (week 4), 40 million (week 5), and 34 million (week 6). As of July 11, over 630 million hits have occurred.

Length of session:

From the beginning of May to the end of July, website visitors have stayed for 10 minutes or more.

Number of foreign countries using the web site:

During the first week following its release, 6.5 million hits or 3.5% of all hits were from foreign countries.

People from 183 individual foreign countries visited the website. (There are a total of 192 countries in the world.)

The top 10 countries visiting the site in descending order of hits were: Canada (46%), United Kingdom (9%), South Korea (8%), Australia (8%), Spain (6%), China (including Hong Kong) (6%), Germany (5%), Japan (4%), Italy (4%), and Mexico (4%).

Types of users:

The majority of the visitors were from the general public (97.5%) followed by educators (1%) and organizations (1%). The rest were Federal employees.

Comments e-mailed from website:

Over 7,500 email communications have been submitted w/ the vast majority expressing enthusiastic approval. The most frequent comment has been a request for more information.

Internet Access in the United States

- 75% (204.3 million Americans) of U.S. households have Internet access at home. (February 2004 Nielsen//NetRatings Survey)
- 99 % of public schools in the U.S. had access to the Internet in 2002. (Department of Education's National Center for Education Statistics)
- 95% of public libraries provide access to the Internet. (American Library Association)

Internet use for Health Information (Styles, 2004):

The *Styles 2004* conducted a survey of women ages 20-40, who can be classified as low-income according to WIC income eligibility guidelines.

Findings: access to and use of the Internet as a health information delivery channel by the target population has skyrocketed over the past few years.

- The low-income women 20-40 indicated that the Internet was among their most frequently used sources of health and nutrition information, with 39% reporting that they used it frequently for health and nutrition information. This percentage is the *same as for the general adult population* in the same survey.
- *51% of the target population* identified the Internet as the media source they “turned to most often” when looking for health and nutrition information. In comparison, *47% of the general adult population* reported turning to the Internet “most often” for health and nutrition information.

This widespread use of the Internet allows USDA an opportunity to reach a large number of 20 to 40 year old women with practical and useful information that can be tailored to their specific needs.

Poll on use of MyPyramid (WebMD, 4-21-05):

How likely are you to make changes to your diet based on the new food pyramid?

Very likely	26%
Somewhat likely	35%
Not likely at all	39%

Total likely to change = 61%!